

Tourism Development Authority  
**Regular Meeting**  
**Tuesday, December 2, 2014**  
**Chowan County Public Safety Center, 2<sup>nd</sup> Floor**  
**305 West Freemason Street**  
**Edenton, NC 27932**

Present: Keith Nixon, Diane Pariseau., Katrina Barnes, Ben Speller, Adele Jones, John Dowd and Katy Ebersole.

Absent: Jerry Climer and Giuliano Giannone

Ex-Officio members present were Nancy Nicholls, Willie Carawan and TDA Clerk Susanne Stallings.

Chairman Nixon called the meeting to order.

**Public Comment**

Chairman Nixon opened the floor to public comment, there was none.

**Consent Agenda**

Chairman Nixon presented the consent agenda that included the minutes of October 28, 2014. Mr. Speller moved to approve the consent agenda as submitted. Ms. Barnes seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (7-0).

**Financial Report**

Finance Officer Willie Mack Carawan presented the financial report through November 30, 2014.

Mr. Carawan noted the year to date occupancy tax revenues are \$59,650.62. He noted that so far \$60,000 has been received from Golden Leaf. He stated that he and Nancy are working together to fine tune TDA matching monies and that a request for another \$60,000 draw had been submitted. He provided the board with two budget amendments.

**BA1415-007**

Account Code	Description	Old	+ or (-)	New
<b>Tourism Development Authority:</b>				
51-8150-199-00	Professional Services	5,000.00	1,700.00	6,700.00
51-3990-990-00	Fund Balance	(6,342.00)	(1,700.00)	(8,042.00)
		<b>Balanced:</b>	<b>(1,342.00)</b>	<b>(1,342.00)</b>
<b>Justification:</b>				
<i>Additional funding needed for Part-time Employee</i>				

**BA1415-014**

Account Code	Description	Old	+ or (-)	New
<b>Tourism Development Authority:</b>				
51-3839-890-00	Miscellaneous Revenue	-	(262.27)	(262.27)
51-8150-261-00	Office Supplies	1,742.00	262.27	2,004.27
		<b>Balanced:</b>	<b>1,742.00</b>	<b>1,742.00</b>
<b>Justification:</b>				
<i>Budgeting outside reimbursement of office supplies</i>				

Chairman Nixon asked what the Occupancy Tax was compared to last year?

Mr. Carawan stated he could forward that information to the Board.

Ms. Nicholls noted the July-October 2014 revenue was \$43,548 and the previous year was \$50,764.

Mr. Dowd moved to approve both budget amendments as presented. Ms. Jones seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (7-0).

**Golden Leaf Update**

Ms. Nicholls and Mr. Carawan updated the Board on their conversations with Golden Leaf and the processes for requesting the marketing and promoting monies. They noted they have been told that there would not be any additional Golden Leaf monies available for travel and tourism at this particular time especially while this grant is still outstanding.

### **Survey Update**

Ms. Nicholls provided the Board with a survey for residents. She stated that Mr. Climer has requested that the TDA Board members review the survey and provide him with any comments or suggestions. She noted that the resident survey will be promoted in January.

Ms. Ebersole asked for clarification on the mentioning of a restaurant in Creswell, NC on the survey.

Ms. Nicholls stated she will pass that along.

Mr. Speller stated that he has often shared this restaurant with visitors when they are leaving Town.

### **Wayfinding Signs**

Ms. Knighton was absent but provided the Board with a written update on the status of the Wayfinding Signage. She noted she met with two members of the Women's Club, Susan Nolton and Susan Williams and with Councilman Bob Quinn. She stated that Electricities will be instrumental in the design of the prototype.

Chairman Nixon asked if the discussion regarding signage location at a previous TDA meeting was incorporated into the plan.

Ms. Nicholls stated this information has been shared with the designer.

Chairman Nixon noted that the Board of Commissioners recently was asked to look at the landscaping at the exits from highway 17 into Edenton. He stated that he felt an emphasis needs to be placed at strategic exits and should include signage. He suggested that some of the TDA Board members look at the exits and develop a recommendation for the landscaping and signage strategic locations.

Ms. Barnes offered to assist Chairman Nixon with this.

Ms. Nicholls stated that Anne-Marie will also be meeting with DOT to look at working on some of the signage at the visitor's entrances.

### **Media Committee Report**

Nancy provided the Board with highlights from the last Media Committee meeting. She noted that many publications are under contract. She noted that Golden Leaf monies will be utilized for a Media FAM for a group of journalists to come at the end of April.

### **1886 Roanoke River Lighthouse**

Ms. Nicholls noted that visitation has increased from July through November.

### **Director's Report**

Nancy noted that there has been quite a bit of coverage of Wessington and the Lighthouse. She provided the Board with some media clippings. She noted that a meeting between Bob Peele and Town leadership regarding committed regattas for 2015. The TDA was asked to co-op with the Town and contribute \$500 toward the SAILNC website for advertising Edenton as a location that is ready for sailing regattas.

Ms. Barnes moved that the TDA appropriate \$500 for this request. Ms. Jones seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (7-0).

### **Timely and Important Matters**

#### **Ideal Living Show**

Mr. Dowd presented a request that the TDA commit funds for two people to attend three (3) Ideal Living Shows. He stated these individuals would work the booth. He noted that the Town's designation as a Certified Retirement Community reduced the cost of membership. He noted the shows begin on January 10<sup>th</sup>. He stated the Edenton Chowan Partnership will pay for the materials and costs for a drawing. He requested the TDA appropriate \$6,000 to fund attendance at some of these shows.

Mr. Carawan noted that \$3,000 of TDA monies could be used and the match could come from Golden Leaf monies.

Ms. Barnes moved to approve the designation of \$6,000 (\$3,000 TDA funds and \$3,000 Golden Leaf funds) to have representation at the Ideal Living Shows. Mr. Speller seconded the motion.

Chairman Nixon asked what line within the TDA budget the \$3,000 would come from.

Ms. Nicholls stated it would come from the promotion and travel lines.

Chairman Nixon asked how many trips are there.

Mr. Dowd stated he has identified 5 target shows, New York, New Jersey, Connecticut and Washington DC.

Chairman Nixon stated his concern with the amount of monies being spent and the reduction in Occupancy Tax revenues.

It was noted these dates are only for shows in FY 2014-15.

The Board discussed possible reasons for the reduction in occupancy tax collections.

Chairman Nixon asked for all in favor, the motion passed (6-1 Nixon).

### **Committee Appointments**

Chairman Nixon noted he will be working on Committee appointments and the open meetings law requirements. He stated he will be making appointments at the next meeting. He asked Board members to notify the clerk if they are interested in appointment to certain committees.

#### Next Meeting

Ms. Nicholls noted the next meeting will be scheduled in January.

#### Adjourn

Being no further business, Ms. Barnes moved that the meeting be adjourned. Ms. Pariseau seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (7-0).